The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 20

07750-1

No One's Better With Breaking News.

Gette Anthony Photographer Rick Sat

When the earthquake hit Northern California, the whole world was moved. Thanks, in part, to the diligent news coverage provided by Conus Communications and our members, especially KTXL (Sacramento/Stockton) and KHJ (Los Angeles).

In the six days following the earthquake, the Conus Satellite News Cooperative exchanged more than 500 live, custom reports from the Bay area.

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59th Year 1989

Cable's rough week in Washington

AM's day in FCC's court

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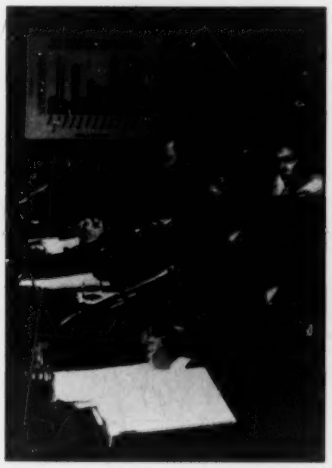
Broadcasting Nov 20

Vol. 117 No. 21

Shadow over cable...



Senate Commerce Committee hearings on 1984 Cable Act give preview of cable reregulation expected next year. Among those testifying (l-r): Jim Robbins, Cox Cable; John Malone, TCI, and Jim Mooney, NCTA. **PAGE 27.**

Radio review... Day-long FCC en banc hearing on technical improvement of AM band explores, among other things, approaches for making AM more competitive with FM. **PAGE 31.**

29/ ***REINING IN CABLE***
Senator John Danforth (R-Mo.) introduces cable reregulation bill that NCTA says offers "series of extreme solutions to problems that are either modest or nonexistent." NAB, INTV support lawmaker's initiative.

34/ ***TAKING LEAVE***
INTV President Preston Padden says he will join Fox Television as soon as his successor is chosen.

35/ ***ROAD TO NATPE***
Rep firm executives expect increased business at 1990 NATPE International convention in New Orleans. Among high-profile speakers and panelists there: NBC President and CEO Robert Wright; actress Candice Bergen (*Murphy Brown*), and FCC Chairman Al Sikes.

36/ ***FOX SOAP***
Fox station group will launch new half-hour soap opera strip aimed at teenagers in January.

36/ ***'COSBY' PASS***
Sixteen of top-20 market stations, including WWOR-TV New York, decline Viacom Enterprises' offering for second-cycle renewal of *The Cosby Show*.

40/ ***TV SPORTS***
Football and baseball commissioners tell Senate that alleged "siphoning" of sports program from over-air TV to cable is not grand issue some have made it; broadcasters ask Congress to limit increasing cable TV sports share.

47/ ***TVB '89***
Members of Television Bureau of Advertising are told to accentuate value of TV advertising during organization's 35th annual conference in Los Angeles.

56/ ***UP TO SNUFF***
Testimony at Hill hearing focuses attention on America's weaknesses in global media market.

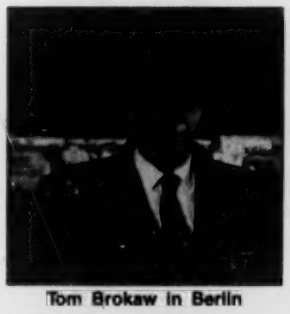
52/ ***CABLE-RADIO BREAKFAST CLUB***
New VH-1 cable program includes celebrity guests, music videos and live hook-ups with radio's "morning zoo" programs.

54/ ***ONE FOR METROPLEX***
FCC Review Board upholds ruling granting Metroplex Communications license renewal, dismissing competing application.

58/ ***PUBLIC TV AGREEMENT***
Public TV groups and Corporation for Public Broadcasting agree on national program funding plan.

59/ ***ATTENTION K MART SHOPPERS***
CBS says its first-year prime time promotional tie-in with K mart results in higher ratings.

51/ ***WALL-TO-WALL COVERAGE***
In wake of NBC News's slow start in providing coverage of northern California



Tom Brokaw in Berlin

earthquake, network gets kudos for its performance in reporting news of East Germany's opening of Berlin Wall.

62/ ***PRESS SURVEY***
Times Mirror's survey of public's attitude toward news organizations shows network TV news maintaining favorable rating with respondents, but losing ground as impartial observer of political and social scene.

64/ ***ZENITH FOCUS***
Zenith Electronics Corp. introduces high-definition TV production system.

87/ ***LEADING EDGE***
Henry Schleiff leads Viacom's entertainment and broadcast operations with hard work and sense of humor.

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BY THE NUMBERS 1

CBS's *Peaceable Kingdom*, starring Lindsay Wagner (pictured), which faced apparently too stiff competition from ABC's *Growing Pains* and *Head of the Class* and NBC's *Unsolved Mysteries* on Wednesdays at 8, was pulled from the schedule last week (see story, "Top of the Week"). During the current season, CBS's best numbers for the timeslot came from a news special during Week Five on the San Francisco earthquake, gathering an 11.9/19 at 8 and an 11.4/18 at 8:30. Still, NBC's *Mysteries* won the hour with a 17.4/28 and 19.4/30 for each of the program's half hours. Prior to Week Five, ABC won seven out of the eight 30-minute blocks with its *Growing Pains-Head of the Class* combination, but NBC has taken the remainder of the half-hours, from Week Five through last Wednesday's win during Week Nine.

Kingdom, which pulled in a low 6.7/11 for Week Eight, averaged a 7.0/11 over the one hour in Week Nine, down 1.9/4 from the show's season-to-

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Week 8 ◻ Nov. 6–Nov. 12

Rank/rating ◻ Network ◻ Share								
1		26.5/42	N	*Cosby Show*	30		14.2/22	C	*Jake and the Fatman*
2	▲	24.3/38	N	*Cheers*	31	▲	14.1/22	N	*Magical World of Disney*
3	▼	24.1/37	N	*Different World*	32		14.0/21	N	*Hogan Family*
4		23.9/36	A	*Roseanne*	33	▼	13.9/21	N	*Night Court*
5		20.8/36	N	*Golden Girls*	34	▼	13.8/23	C	*Knots Landing*
6	▲	20.1/34	N	*L.A. Law*	35	▲	13.7/20	C	*Murphy Brown*
7	▼	19.9/31	N	*Dear John*	36		13.6/21	C	*Major Dad*
7	▲	19.9/35	N	*Empty Nest*	37	▼	13.2/25	A	*20/20*
9	▼	15.4/31	C	*60 Minutes*	38	▼	12.9/20	C	*CBS Sunday Movie*
10	▲	18.0/30	N	*Unsolved Mysteries*	39	▼	12.8/23	A	*Family Matters*
10	▲	18.0/28	A	*Wonder Years*	40		12.7/27	D	*Dallas*
12	▲	18.1/29	A	*ABC Sunday Movie*	40		12.7/22	A	*Perfect Strangers*
13	▼	18.1/30	A	*Monday Night Football*	42	▼	12.5/20	A	*MacGyver*
13	▲	18.1/28	A	*Who's the Boss?*	43	▼	12.0/19	A	*Anything But Love*
15	▼	17.8/28	C	*Murder, She Wrote*	44		11.8/21	A	*Hooperman*
16		17.2/28	C	*CBS Monday Movie*	44	▲	11.8/22	N	*227*
17	▲	17.0/26	N	*Matlock*	46	▲	11.7/20	A	*Just the Ten of Us*
18	▼	16.0/24	N	*In the Heat of the Night*	46	▲	11.7/19	C	*Rescue: 911*
19	▼	15.9/26	A	*Growing Pains*	46	▲	11.5/19	N	*My Two Dads, Wed.*
20	▲	15.4/24	N	*NBC Sunday Movie*	49	▲	11.3/18	F	*Married...With Children*
21	▲	15.2/24	A	*Chicken Soup*	50		11.1/20	A	*Class Reunion*
22	▲	15.2/26	A	*Homer*	51	▲	11.0/19	A	*Baywatch*
23	▼	15.0/24	N	*Head of the Class*	52	▼	10.7/17	C	*48 Hours*
24		14.8/26	A	*Full House*	53	▲	10.6/19	C	*Paradise*
25	▲	14.7/23	A	*Doogie Howser, M.D.*	54	▲	10.4/20	C	*Falcon Crest*
26	▼	14.7/23	N	*NBC Monday Movie*	54	▲	10.4/19	C	*Murphy*
27	▲	14.6/22	N	*ALF*					
28	▲	14.4/28	N	*Amen*					
29	▼	14.4/25	N	*Midnight Caller*					

Rank/rating ◻ Network ◻ Share				
56	▲	10.3/19	N	*Quantum Leap*
57	▼	9.9/15	F	*America's Most Wanted*
57	▲	9.9/17	N	*Hardball*
59	▲	9.5/18	N	*Matlock, FBI*
60	▼	9.5/15	A	*Young Riders*
61	▲	9.4/15	C	*Top of the Hill*
62	▲	9.0/17	A	*ABC Mystery Movie*
63	▲	8.6/13	F	*Totally Hidden Video*
64	▲	8.3/13	A	*Mission: Impossible*
65	▼	8.1/12	A	*Life Goes On*
66		8.1/14	C	*Snoops*
67	▲	7.9/14	C	*Island Son*
67	▲	7.9/14	C	*Tour of Duty*
69	▲	7.0/13	A	*Mr. Belvedere*
69	▲	7.0/10	F	*Open House*
71	▲	6.8/11	A	*PrimeTime Live*
72	▲	6.7/11	C	*Peaceable Kingdom*
73	▲	6.6/11	F	*Broken*
74	▲	6.5/12	F	*Cops*
74	▲	6.5/13	C	*Sat. Night With Connie Chung*
76		6.3/10	A	*ABC News Special*
77	▲	6.0/9	F	*21 Jump Street*
78	▲	5.7/10	A	*Living Dolls*
78	▲	5.7/9	C	*Wolf*
80	▲	5.3/9	F	*Allen Funtes*
81	▲	5.0/9	F	*Reporters*
82	▲	4.3/7	F	*Tracey Ullman Show*
83	▲	3.1/5	F	*Larry Sanders's Show*
84	▲	2.9/5	F	*Beyond Tomorrow*

Ratings in parentheses ... Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Nov. 6

Rank	Program (Syndicator)	Rtg	Shrs	Cvrg
1	Wheel of Fortune (King World)	15.1	229	99
2	Jeopardy! (King World)	13.3	218	99
3	Universal Pictures Debut Net. (MCA TV)	10.8	122	93
4	Oprah Winfrey Show (King World)	10.6	213	99
5	Cosby Show (Viacom)	10.3	204	98
6	Star Trek: Next Generation (Paramount)	9.9	233	97
7	Current Affair (20th Century Fox TV)	8.5	184	96
7	Wheel of Fortune, wknd. (King World)	8.5	204	93
9	Entertainment Tonight (TPE)	8.4	165	95
10	Donahue (Multimedia)	7.4	223	99
11	TV Net. Movie: Quadrophenia-Lost City (FBE)	7.0	172	94
12	Star Search (TPE)	5.9	154	95
13	Geraldo (Paramount)	5.8	198	99
14	Family Feud (LBS Communications)	5.7	127	86
15	Mama's Family (Warner Bros. Domestic TV)	5.5	170	90
15	Superboy (Viacom)	5.5	182	92

The following shows were rated, but not ranked

Wrestling Network (Turner Program Services)	6.3	165	92
World Wrestling Federation (WWF)	8.6	250	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CPs[1]	TOTAL*
Commercial AM	4,966	17	4,983
Commercial FM	4,951	778	5,729
Educational FM	1,474	87	1,561
TV Total Public	10,391	1,282	11,673
Commercial VHF TV	551	21	572
Commercial UHF TV	556	168	724
Educational VHF TV	117	3	120
Educational UHF TV	203	21	224
LPTV	1,247	93	1,340
TV Translators	2,660	288	2,948
ITFS	182	1,000	1,182
LPTV	1,247	93	1,340
TV Translators	2,660	288	2,948
ITFS	182	1,000	1,182
Low Power Relay

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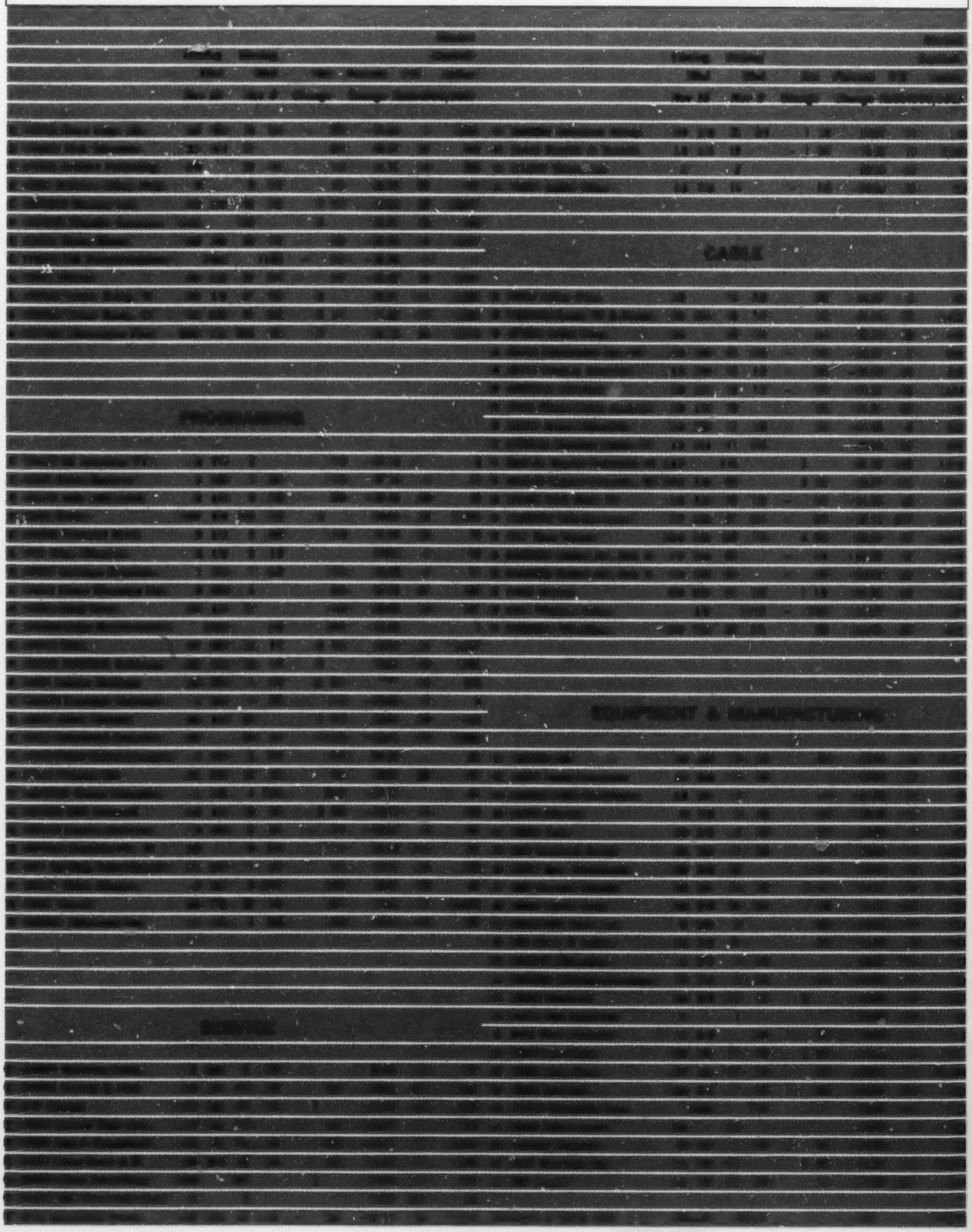

pendable, powerful, long-range emergency radio service to convey news and crisis information, and to avert panic. Tens of thousands of us depended on traditional 50,000-watt AM stations that night and it should be a lesson for the country.

Charleston television service totally vanished before the winds reached their worst. It mattered little enough, however, whether TV was on the air, because most TV receivers are useless without wall-plug electricity. For days after the storm, next to nobody here had this.

On the other hand, battery *radios* are common. During Hugo's approach as power lines were ripped out, one after the other Charleston radio station was swept off the air.

During the height of the storm and in the night hours afterwards, the sole news available for us, and for those outside the storm area desperate for information about loved ones here, were powerful 50,000-watt clear channel AM stations from out of town, like WSB(AM) Atlanta, and WBT(AM) Charlotte, N.C. After WBT went off the air when the storm slammed Charlotte, many people here listened to WSB until daylight.

These stations demonstrated dramatically how irreplaceable and valuable long-range AM clear channel radio service can be in an emergency, when disaster has caused local service temporarily to vanish.

Such storms should also be a lesson to provide such services, perhaps with even higher power, so that when local service is lost, a grid of AM stations with adequate power can provide emergency broadcast service from the outside. Without them, for many hours we would have had absolutely nothing.—*Paul Bailey Mason, Charleston, S.C.*

Bay Area bouquet

EDITOR: The people of the San Francisco Bay Area have been praised for the remarkable spirit shown in the face of the earthquake. May I add to the praise with another insight.

VideoProbeIndex conducts many significantly viewed surveys for stations and cable systems. As luck would have it we had two of these diary-based surveys in Bay Area homes just as the earthquake hit. We were preparing to write these surveys off as an Act of God, a small price to pay in the face of human suffering. We really were not prepared for the aforementioned remarkable spirit to save our day.

Not only did we receive a viable rate-of-return on our viewing diaries, but folks unable to keep a diary because of the disruption actually called and wrote to ask to keep another diary at a later date!

The filled-in diaries came back, but my heart remains in San Francisco.—*Robert Schultz, president, VideoProbeIndex, Inc.*

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